

KPN Automates with Parallels Automation to Maintain Hosting Leadership in The Netherlands

Parallels Automation deployment delivers new end-user features and a fully automated control panel to KPN, the number one domain registrar in The Netherlands.

Business Challenge

In 2004, KPN was managing a successful shared hosting business through their biggest Dutch ISP: KPN Internet. The business was thriving, but customers were demanding new features and capabilities such as PHP, database servers, and advanced server applications. Customers were also demanding an automated control panel for real-time management of email and web sites.

Without additional automation and features, KPN was concerned that its customer retention rate would decline, or worse, that their customer base would erode and they would lose their position as market leader.

Build or Buy?

In order to modernize its infrastructure, KPN developed a list of key requirements that the new system needed to include. Using this list, KPN investigated whether they would build a solution from scratch or whether they would purchase a third party solution and adapt it to their existing infrastructure.

Two critical components of the decision were (a) time to market, and (b) cost and hassle of maintaining the system. KPN had the internal expertise to build such a system, but it would take time. Further, once it was developed, who would maintain it? Based on these criteria KPN decided to adapt a third party solution.

KPN Elects Parallels Automation Based on Architecture and Expertise

Distributed Architecture

KPN selected 10-12 different potential suppliers to bid on the project but quickly narrowed it down to two companies based on the fit with KPN's infrastructure. KPN utilizes clustered application servers to efficiently deliver mail, DNS, and authentication services. KPN needed a solution which would work with this infrastructure.

“Several solutions exist for managing a single server, but KPN needed a solution to manage an architecture where mail resources were available in a mail cluster, DNS resources were available on a DNS cluster, and so on. Parallels Automation provided the ability to create a single customer plan from resources located on separate application clusters.”

— Joost Pisters, KPN



Overview

Location: The Hague, The Netherlands

Type: Telecom and Internet Provider

Stock: (NYSE: KPN)

Customer Profile

KPN provides telephone, Internet, television, mobile, and data services to customers in The Netherlands and Western Europe.

KPN serves 2.2 million Internet subscribers and 6.9 million fixed line subscribers.

Business Situation

KPN was looking to add features such as database support, automated scripting, and applications to their shared hosting environment. Their distributed architecture required a solution to manage clusters of email and DNS servers. The KPN infrastructure required a flexible system which could integrate with several other systems which were still in development.

Parallels Solution

Parallels Automation provides a distributed architecture with the features that KPN needed in order to improve their service offering. Parallels's development team was able to provide the expertise required to integrate Parallels Automation with several KPN systems as well as training so KPN could take over management of the Parallels Automation system.

Parallels Automation includes a robust and well documented application programming interface (API) as well as a software development kit (SDK) so it can be adapted to complex infrastructures. In addition, Parallels provides an implementation team with industry leading expertise to rapidly deploy a complex infrastructure.

Implementation and Customization

Integration with Existing Systems

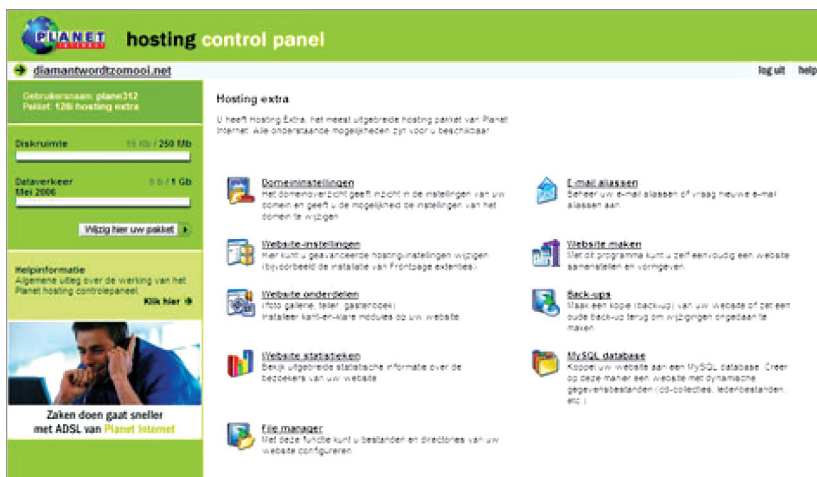
During the implementation stage, Parallels Automation needed to be integrated with other KPN systems. Several systems, such as the new KPN billing system, were being developed in parallel with the Parallels Automation implementation, so the development teams had to work from specification documents.

When the development was complete, Parallels Automation was able to communicate with the KPN billing system, the email delivery system, the Active Directory authentication process, and the domain name registration process.

Customized Solution

KPN wanted the look and feel of the Parallels Automation control panels to match the look and feel of their Customer Management System (CMS). They investigated two ways of doing this, (1) implementing all the screens inside the CMS and using the Parallels Automation API and (2) Implementing the front page of the Control Panel in the CMS and customizing the Parallels Automation interface to look like the CMS so that switching between systems was transparent to the user.

KPN elected the second approach to take advantage of the thousands of screens which had already been developed by Parallels. A customized Parallels Automation control panel is illustrated below.



Knowledge Transfer

During the implementation stage, Parallels transferred Parallels Automation knowledge to the KPN engineers. Now, the KPN engineers are capable of modifying the storefront, adding new servers, creating new service plans, and managing the system without the involvement of Parallels.

Parallels Automation Benefits

Parallels Automation is helping KPN

- Retain customers by offering new features
- Remain profitable by automating repetitive tasks
- Increase revenue through up-selling to existing customers

“Even if we built our own control panel, the issue of how to support and maintain it would be an issue.

Parallels will ensure that our software will support the latest releases and hosting trends.”

— Joost Pisters
KPN

Up-selling Customers

KPN requested the delivery of a unique feature which would help them increase revenue per customer. Parallels helped to develop a feature for KPN where control panel areas could be “grayed out” when customers had not paid for a particular service. This allows KPN to show customers what types of features are available so customers can decide to purchase them. Examples of this are provided below.

Domeininstallingen

Hier kunt u onder andere instellen naar welk adres uw domeinnaam moet doorverwijzen.

Domein Parkeren

Als u nog geen website heeft kunt u uw domein voorlopig “parkeren”. Bezoekers op uw domein komen dan terecht op een standaard pagina.

E-mail aliassen

Beheer uw e-mail aliassen of vraag nieuwe e-mail aliassen aan.

Parallels Automation Delivers into the Future

Parallels Automation provides customers the ability to launch several additional services such as VPS hosting, Media Streaming, Game Hosting, Business Class email, and several other services. KPN selected Parallels Automation so that it could be a centralized platform to roll out additional services as they are developed and marketed.

Learn more at www.parallels.com/pem

For More Information

Parallels Automation Documentation

To view the online documentation for Parallels Automation, visit the Parallels web site:

<http://www.parallels.com/pem>

Contact Parallels

For more information about Parallels products and services, call Parallels sales at +1 703 815 5670. Outside the United States and Canada, please contact your local Parallels sales office.

Contact KPN

For more information about KPN Internet services, visit

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